

SPECIAL COUNCIL
COMMUNITY SERVICES
RECREATION AND CULTURE DIVISION

APPROVALS	
GENERAL MANAGER	
CFO	
CAO	

REPORT R&C-2021-10
APRIL 13, 2021

SUBJECT: RECREATION AND CULTURE BRANDING

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RECOMMENDATIONS:

THAT THE COUNCIL OF THE CITY OF WELLAND receives for information Report R&C-2021-10; and further

THAT Welland City Council authorizes the use of the Recreation and Culture branding.

ORIGIN AND BACKGROUND:

Throughout the Parks, Recreation & Culture (PRC) Master Plan consultations, a prevailing theme was improving the awareness of parks, recreation and culture activities in the community. There is a sense among many residents that Welland offers excellent services and programs that people are not aware of.

Recommendation #20 in the Parks, Recreation and Culture (PRC) Master Plan states: Install consistent signage using the municipal brand for residents to easily identify that they are at a City of Welland park or trail. Interpretive and wayfinding signage should also be installed where appropriate so that park users can directly relate to their surroundings (including local historical or natural heritage features), learn about the benefits of physical activity, and identify connections to other community parks, recreation and culture activities and/or facilities.

COMMENTS AND ANALYSIS:

The vision of the PRC Master Plan was “Connecting Creativity and Play” which speaks to the many trails, the talented community members and the notion that all can play in Welland. By taking this vision and creating a Welland Recreation & Culture brand we are

able to have a visual impact around the City and begin to implement recommendation #20.

As a first step, a new R&C Logo has been created;

- The outline to the logo is the play symbol
 - The play symbol indicates something moving forward; it is instantly recognizable and its meaning readily understood.
- The colours of the logo represent the City of Welland's objectives and beliefs
 - Blue – Official logo colour
 - Green – Sustainability
 - Red – Community
 - Gold – Excellence
- As the colours speak to our official logo colour selection, they also speak to water, green space, national pride, perseverance, striving for excellence and connection to nature.
- The “W” throughout the Play button trails through all colours as our trail system connect both rural and urban and embraces new and historic.

Implementation of the logo started in the Fall of 2020 with the online Wellness Guide and online registration portal. Following the online implementation subtle placements have been made to build awareness of the logo. These placements are:

- Rink Boards
- R&C Ambassador Uniforms
- Feather Banners
- R&C staff apparel to be worn at the WCWC, meetings etc.
- Letterhead, agenda's and meeting minutes.

Moving forward with implementation of recommendation #20 future projects can be:

- Develop Integrated Trail and Park Signage to be placed strategically around the city.
 - Amphitheatre (Merritt Park)
 - Chippawa Park
 - Memorial Park
 - Maple Park
 - St. George Park Fields
 - Splash Pads/Pools
 - Rotary Club of Welland Park
 - High Traffic Trail Locations
- Develop visiting post throughout the city to hashtag location points for visiting sport/trail tourism.
- Bus Banner Advertisements 4 times a year
- Feather Banners for all R&C Special Events

FINANCIAL CONSIDERATION:

Brand implementation is incorporated with our current event and programming advertising and marketing strategies. As Recreation and Culture currently budgets for event and programming advertising, factoring all financial considerations are included in the R&C operating budget.

OTHER DEPARTMENT IMPLICATIONS:

Assistance from Parks and Communication will be required to implement Recreation & Culture's branding strategy

SUMMARY AND CONCLUSION:

Implementation of a fresh new logo and brand will help build awareness and promote the many programs offered by Recreation & Culture in the community.

ATTACHMENT:

Appendix I - R&C Branding - Logo

WELLAND RECREATION & CULTURE



CONNECTING
CREATIVITY
AND PLAY

